

**IN THE CLAIMS:**

1. (Currently Amended): A method of formatting an electronic mail message, comprising:

~~storing~~ retrieving one or more recipient profiles from storage, wherein each recipient profile within the one or more recipient profiles ~~identify~~ identifies an electronic mail message format for a corresponding recipient;

identifying a recipient of an electronic mail message; and

formatting content of the electronic mail message based on a recipient profile from the one or more recipient profiles corresponding to the identified recipient.

2. (Original): The method of claim 1, wherein the one or more recipient profiles include a recipient group format setting corresponding to a plurality of recipients, and wherein the recipient group format setting identifies electronic mail format settings that are common to the plurality of recipients.

3. (Original): The method of claim 1, wherein the one or more recipient profiles include a domain name category format setting corresponding to a plurality of recipients, and wherein the domain name category format setting identifies electronic mail format settings that are common to the plurality of recipients.

4. (Currently Amended): The method of claim 1, wherein the electronic mail message is directed to a plurality of designated recipients, and wherein formatting content of the electronic mail message includes

identifying a set of compatible electronic mail format settings from among the electronic mail format settings of the designated recipients.

5. (Original): The method of claim 4, wherein if a set of compatible electronic mail format settings cannot be identified from among the electronic mail format settings of the designated recipients, a default set of electronic mail format settings is used to format the electronic mail message.

6. (Currently Amended): The method of claim 4, wherein the electronic mail format settings include at least one of closing information, stationery, or whether to use spell check, ~~a font, a font color, a font size, and a line spacing.~~

7. (Currently Amended): The method of claim 1, wherein the electronic mail message is directed to a plurality of designated recipients, and wherein the electronic mail message is replicated into a different version of the electronic mail message for each of the plurality of designated recipients based on the one or more recipient profiles such that the content of each version of the electronic mail message is the same but the format of the content is specific to the electronic mail format of a corresponding recipient profile.

8. (Original): The method of claim 7, wherein the electronic mail message is replicated in response to a user entering a command to transmit the electronic mail message.

9. (Original): The method of claim 7, wherein the electronic mail message is replicated in response to a command entered by a user, and wherein the user may review the versions of the electronic mail message prior to transmitting them.

10. (Currently Amended): The method of claim 1, wherein the electronic mail message is directed to more than one designated recipient, and wherein formatting the electronic mail message includes identifying a common set of electronic mail format settings for the more than one designated recipient, and wherein identifying a common set of electronic mail format settings includes:

identifying at least one of a group set of electronic mail content format settings, a domain name category set of electronic mail content format settings, [[and]] or an individual set of electronic mail content format settings for each of the at least one designated recipient;

comparing each set of electronic mail content format settings of each of the at least one designated recipient to each set of electronic mail content format settings of each other recipient of the at least one designated recipient to identify matching sets of electronic mail content format settings; and

using the matching sets of electronic mail content format settings to reformat content of the electronic mail message.

11. (Currently Amended): A method of customizing an electronic mail message based on settings for an intended recipient, comprising:

receiving an electronic mail message;

retrieving one or more recipient profiles from storage, wherein each recipient profile within the one or more recipient profiles identifies an electronic mail message format for a corresponding recipient;

identifying at least one recipient of the electronic mail message;

identifying at least one electronic mail message format from the one or more recipient profiles for the at least one recipient; and

reformatting content of the electronic mail message based on the at least one electronic mail message format.

12. (Original): The method of claim 11, wherein the at least one recipient is categorized into a recipient group, and wherein the recipient group has electronic mail format settings that are common to all of the recipients in the recipient group.

13. (Original): The method of claim 11, wherein the at least one recipient is categorized into a domain name category, and wherein the domain name category has electronic mail format settings that are common to all of the recipients in the domain name category.

14. (Currently Amended): The method of claim 11, wherein the electronic mail message is directed to a plurality of recipients, and wherein reformatting content of the electronic mail message includes identifying a set of compatible electronic mail message format settings from among the electronic mail message format settings of the plurality of recipients.

15. (Currently Amended): The method of claim 14, wherein if a set of compatible electronic mail message format settings cannot be identified from among the electronic

mail message format settings of the designated recipients, a default set of electronic mail message format settings is used to reformat content of the electronic mail message.

16. (Currently Amended): The method of claim 11, wherein the electronic mail message format settings include at least one of closing information, stationery, or whether to use spell check, ~~a font, a font color, a font size, and a line spacing.~~

17. (Currently Amended): The method of claim 11, wherein the electronic mail message is directed to a plurality of recipients, and wherein the electronic mail message is replicated into a different version of the electronic mail message for each of the plurality of recipients based on the electronic mail message format settings for each of the plurality of recipients such that the content of each version of the electronic mail message is the same but the format of the content is specific to the electronic mail message format settings of a corresponding one of the plurality of recipients.

18. (Original): The method of claim 17, wherein the electronic mail message is replicated in response to a user entering a command to transmit the electronic mail message.

19. (Original): The method of claim 17, wherein the electronic mail message is replicated in response to a command entered by a user, and wherein the user may review the versions of the electronic mail message prior to transmitting them.

20. (Currently Amended): The method of claim 11, wherein reformatting the electronic mail message includes identifying a common set of electronic mail message format settings for the at least one designated recipient, and wherein identifying a common set of electronic mail message format settings includes:

identifying at least one of a group set of electronic mail message content format settings, a domain name category set of electronic mail message content format settings, [[and]] or an individual set of electronic mail message content format settings for each of the at least one recipient;

comparing each set of electronic mail message content format settings of each of the at least one recipient to each set of electronic mail message content format settings of each other recipient of the at least one recipient to identify matching sets of electronic mail message content format settings; and

using the matching sets of electronic mail message content format settings to reformat content of the electronic mail message.

21. (Currently Amended): A method of customizing an electronic mail message based on settings for an intended recipient, comprising:

storing electronic mail format settings in recipient profiles for a plurality of possible recipients, the electronic mail format settings designating an electronic mail format for a recipient that is different from an electronic mail format of another recipient;

generating an electronic mail message for at least one designated recipient of the plurality of possible recipients; and

customizing content of the electronic mail message according to the electronic mail format settings for the recipient.

22. (Currently Amended): An apparatus for customizing an electronic mail message based on settings for an intended recipient, comprising:

an interface that receives an electronic mail message; and

an electronic mail message formatting device coupled to the interface that retrieves one or more recipient profiles from storage, wherein each recipient profile within the one or more recipient profiles identifies an electronic mail message format for a corresponding recipient, identifies at least one recipient of the electronic mail message, identifies at least one electronic mail message format from the one or more recipient profiles for the at least one recipient, and reformats content of the electronic mail message based on the at least one electronic mail message format.

23. (Original): The apparatus of claim 22, wherein the at least one recipient is categorized into a recipient group, and wherein the recipient group has electronic mail format settings that are common to all of the recipients in the recipient group.

24. (Original): The apparatus of claim 22, wherein the at least one recipient is categorized into a domain name category, and wherein the domain name category has electronic mail format settings that are common to all of the recipients in the domain name category.

25. (Currently Amended): The apparatus of claim 22, wherein the electronic mail message is directed to a plurality of recipients, and wherein the electronic mail message formatting device reformats content of the electronic mail message by identifying a set of compatible electronic mail message format settings from among the electronic mail message format settings of the plurality of recipients.

26. (Currently Amended): The apparatus of claim 25, wherein if a set of compatible electronic mail message format settings cannot be identified from among the electronic mail message format settings of the designated recipients, the electronic mail message formatting device uses a default set of electronic mail message format settings to reformat content of the electronic mail message.

27. (Currently Amended): The apparatus of claim 22, wherein the electronic mail message format settings include at least one of closing information, stationery, or whether to use spell check.

28. (Currently Amended): The apparatus of claim 22, wherein the electronic mail message is directed to a plurality of recipients, and wherein the electronic mail message formatting device replicates the electronic mail message into a different version of the electronic mail message for each of the plurality of recipients based on the electronic mail message format settings for each of the plurality of recipients such that the content of each version of the electronic mail message is the same but the format of the content is specific to the electronic mail message format settings of a corresponding one of the plurality of recipients.

29. (Original): The apparatus of claim 28, wherein the electronic mail message is replicated in response to a user entering a command to transmit the electronic mail message.

30. (Original): The apparatus of claim 28, wherein the electronic mail message is replicated in response to a command entered by a user, and wherein the user may review the versions of the electronic mail message prior to transmitting them.

31. (Currently Amended): The apparatus of claim 22, wherein the electronic mail message formatting device reformats content of the electronic mail message by identifying a common set of electronic mail message format settings for the at least one recipient, and wherein the electronic mail message formatting device identifies a common set of electronic mail message format settings by:

identifying at least one of a group set of electronic mail message content format settings, a domain name category set of electronic mail message content format settings, [[and]] or an individual set of electronic mail message content format settings for each of the at least one recipient;

comparing each set of electronic mail message content format settings of each of the at least one recipient to each set of electronic mail message content format settings of each other recipient of the at least one recipient to identify matching sets of electronic mail message content format settings; and

using the matching sets of electronic mail message content format settings to reformat content of the electronic mail message.

32. (Currently Amended): A computer program product in a computer readable medium for customizing an electronic mail message based on settings for an intended recipient, comprising:

first instructions for receiving an electronic mail message;

second instructions for retrieving one or more recipient profiles from storage, wherein each recipient profile within the one or more recipient profiles identifies an electronic mail message format for a corresponding recipient;

~~second~~ third instructions for identifying at least one recipient of the electronic mail message;

~~third~~ fourth instructions for identifying at least one electronic mail message format from the one or more recipient profiles for the at least one recipient; and

~~fourth~~ fifth instructions for reformatting content of the electronic mail message based on the at least one electronic mail message format.

33. (Original): The computer program product of claim 32, wherein the at least one recipient is categorized into a recipient group, and wherein the recipient group has electronic mail format settings that are common to all of the recipients in the recipient group.

34. (Original): The computer program product of claim 32, wherein the at least one recipient is categorized into a domain name category, and wherein the domain name category has electronic mail format settings that are common to all of the recipients in the domain name category.

35. (Currently Amended): The computer program product of claim 32, wherein the electronic mail message is directed to a plurality of recipients, and wherein the ~~fourth~~ fifth instructions for reformatting content of the electronic mail message include instructions for identifying a set of compatible electronic mail message format settings from among the electronic mail message format settings of the plurality of recipients.

36. (Currently Amended): The computer program product of claim 35, wherein the ~~fourth~~ fifth instructions further include instructions for using a default set of electronic mail message format settings to reformat content of the electronic mail message if a set of compatible electronic mail message format settings cannot be identified from among the electronic mail message format settings of the designated recipients.

37. (Currently Amended): The computer program product of claim 32, wherein the electronic mail message format settings include at least one of closing information,

stationery, or whether to use spell check, ~~a font, a font color, a font size, and a line spacing.~~

38. (Currently Amended): The computer program product of claim 32, wherein the electronic mail message is directed to a plurality of recipients, and wherein the ~~fourth~~ fifth instructions for reformatting the electronic mail message includes instructions for replicating the electronic mail message into a different version of the electronic mail message for each of the plurality of recipients based on the electronic mail message format settings for each of the plurality of recipients such that the content of each version of the electronic mail message is the same but the format of the content is specific to the electronic mail message format settings of a corresponding one of the plurality of recipients.

39. (Original): The computer program product of claim 38, wherein the electronic mail message is replicated in response to a user entering a command to transmit the electronic mail message.

40. (Original): The computer program product of claim 38, wherein the electronic mail message is replicated in response to a command entered by a user, and wherein the user may review the versions of the electronic mail message prior to transmitting them.

41. (Currently Amended): The computer program product of claim 32, wherein the ~~fourth~~ fifth instructions for reformatting content the electronic mail message include instructions for identifying a common set of electronic mail message format settings for the at least one designated recipient, and wherein the instructions for identifying a common set of electronic mail message format settings include:

instructions for identifying at least one of a group set of electronic mail message content format settings, a domain name category set of electronic mail message content format settings, [[and]] or an individual set of electronic mail message content format settings for each of the at least one recipient;

instructions for comparing each set of electronic mail message content format settings of each of the at least one recipient to each set of electronic mail message content

format settings of each other recipient of the at least one recipient to identify matching sets of electronic mail message content format settings; and

instructions for using the matching sets of electronic mail message content format settings to reformat content of the electronic mail message.